



Thumbs Down *Thumbs Up*
YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE University 5-6400

OUTLINE FOR LUCKY STRIKE RECORDTHON

DATE: APRIL 22 (TENTATIVE)
TIME: MIDNIGHT TO SIX A.M.

TYPE OF CONTEST: EACH CALLER WILL BE GIVEN A CHANCE TO NAME A RECORD THAT HE WANTS PLAYED. IF WE ARE UNABLE TO PLAY THE RECORD FOR HIM, HE WILL RECEIVE ONE CARTON OF CIGARETTES. THE REQUEST MUST BE FOR A SONG IN THE POPULAR LINE. WE FIGURE THAT WE WILL BE UNABLE TO FILL ONE REQUEST EVERY 15 MINUTES. THEREFORE, IT MEANS THAT WE WOULD GIVE AWAY ONE CARTON OF CIGARETTES EVERY FIFTEEN MINUTES OR FOUR EVERY HOUR. THAT WOULD MEAN WE WILL GIVE AWAY ABOUT 25 CARTONS DURING THE SHOW.

RECORD AVAILABILITY: OUR RECORD LIBRARY HOUSES OVER 5,000 RECORDS. EACH MEMBER OF THE STATION WILL BRING HIS OWN PERSONAL COLLECTION OF RECORDS TO THE STATION ON THAT NIGHT THEREBY INCREASING OUR TOTAL NUMBER OF RECORDS TO ABOUT 6,000. ALONG WITH HIS RECORDS, WHICH ARE CONTAINED IN THE COLLECTION SO THAT THE MEN LOOKING FOR A RECORD WILL HAVE NO TROUBLE FINDING IT.

PUBLICITY: THE PUBLICITY WILL BE TAKEN CARE OF BY THE PUBLIC RELATIONS DEPARTMENT. THEY WILL PUT OUT POSTERS; PUT STORIES OF THE CONTEST IN THE NEWSPAPERS; PUT OUT RADIO SPOTS WHICH WILL BE BROADCAST FOR A WEEK PRIOR TO THE SHOW; ETC. ALL OF THESE THINGS WILL BE HANDLED PRIOR TO THE SHOW.

PERSONEL: SIX ANNOUNCERS; TWO TELEPHONE OPERATORS; TWELVE RECORD MEN; THREE ENGINEERS AND TWO DELIVERY MEN.

UNITED STATES
DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY

THE PATENT OFFICE

OLD STATE

1800

1800